

## **REMARKS**

An Office Action was mailed on July 9, 2008. This response is timely. An Request for Continued Examination (RCE) is being filed herewith. Any fee due with this paper, including any necessary extension fees, may be charged on Deposit Account 50-1290.

### **Summary**

Claims 1-10 and 12-14 were examined, of which claims 1 and 12 are the only independent claims.

By the foregoing, claims 1 and 12 are amended and other amendments are made to recite subject matter in form preferred for practice before the U.S. Patent & Trademark Office. No new matter has been added.

### **Rejections under 35 U.S.C. §103(a)**

Claims 1-3, 8, and 12-14, including both independent claims, stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent Publication 2003/0158777 to Schiff in view of U.S. Patent No. 5,884,033 to Duvall, which is newly cited.

Claims 5-7 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Schiff in view of Duvall and in view of non-patent literature East-West Directory. Claims 4 and 10 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Schiff in view of Duvall and in view of U.S. Patent No. 6,480,885 to Olivier. Claim 9 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Schiff in view of Duvall and in view of U.S. Patent No. 7,069,446 to Wiederin.

The rejections are respectfully traversed.

Before addressing the specific rejections, an overview of the present invention may be helpful. The present invention teaches a fundamentally new and unobvious concept for distributing and

displaying data emails over the website (homepage) of specific portal servers from a plurality of portal servers that are all linked to the central information server of the inventive system.

This permits each data provider to push the content of one single (advertising) data email into the web presence of different portal servers linked to the inventive information system and, also, to choose specifically, which of the plurality of portal servers is permitted access to his data emails in order to display them for the plurality of data receivers over the Internet.

Thus, the claimed system and procedure incorporate **several key aspects**. **First**, the inventive system comprises a central information server for receiving, storing and handling all incoming data emails from the plurality of data providers. The data providers and the plurality of portal servers are connected to the central information server by means of respective email and web interface units. The email interface unit of the central information server provide for at least one provider-specific email-address for each of the plurality of data provider.

**Second**, the system comprises a selection device, which allows automatic and selective distribution of the data email to specific portal servers. Thereby, each portal server only gets access to specific data emails, which are chosen according to the identity of the respective portal server.

**Third**, the data emails, which are specifically chosen according to the aforementioned criteria, may be displayed, e.g., represented on the website (homepage) of the respective portal server by means of a link on the homepage.

All these features together form the inventive concept of claims 1 and 12, which is not taught, disclosed, or suggested by the cited art, either individually or in combination with each other.

The **advantages of the present invention** are described in detail at pg. 3, paragraph 3 of the specification as filed. Conventional online advertising concepts rely on one of two following options: (1) either the advertising concept relies on advertising content that has to be integrated into a website (for example, in the form of banners, which may for instance dynamically change)

or (2) the user (data receiver) is addressed by means of individual data emails (like newsletters or the like).

Each of these two concepts has its own advantages and disadvantages. Banners or other forms of website-integrated advertising are an effective instrument to address users on specific web pages of their interest, but are complex to create. Moreover, website-integrated advertising needs to be manually implemented into the respective website or into a data storage unit from which the website retrieves its data.

Emails, such as newsletters or the like, are easy to produce. However, they are often deleted without being read by a recipient who continually is at the bottom of a spam avalanche. Technical filters (spam filters) help users keep away unwanted email.

Until now, there existed no successful combination of these two different concepts of online advertising, which is realized by means of the presently claimed invention for the first time.

**The rejections are respectfully traversed.** Claims 1 now recites an information system that includes the limitation of

*[an] email interface unit comprising a plurality of provider-specific email addresses, wherein each provider-specific email address is allocated to one individual data provider and serves as a means for receiving the data emails from said one individual data provider, to whom it is allocated.*

Claim 12 now recites a method that includes the step of

*preparation of a central information server (1) with an email interface unit (4), the email interface unit comprising a plurality of provider-specific email addresses, a web interface unit (10), and a memory device (6); the memory device comprising at least one advertising memory unit (7);  
allocating each of the plurality of provider-specific email addresses to one individual data provider;*

Neither Schiff nor Duval, alone or in combination with each other or non-patent literature East-West Directory, teach, disclose, or suggest the presently claimed invention and the above limitations.

The combination of Schiff and East-West Directory is unworkable and would require that the primary reference, Schiff, be rendered inoperative. Both references rely on the conventional means of delivering advertising to users that was described above. These methods are mutually exclusive and one renders the other unworkable, or more particularly, East-West Directory render Schiff unworkable.

One skilled in the art would not combine Duvall and Schiff in the manner suggested. If they were combined, the resulting system would be one similar to Schiff. Therein, content-based filtering system, for example, a system that prevents sexually-explicit and violent materials, from being shown. 2:12-20 of Duvall. This system would include an update mechanism, wherein a data email is sent a specific email address whenever a download or subscription occurs. East-West Directory would not alter this system.

None of these features of a combined system would teach, disclose, or suggest the claimed invention. Therein, none of the cited art, alone or in combination, teach a plurality of provider-specific email addresses at an email interface of the “advertising server” of Schiff, wherein the provider-specific emails addresses serve as a means for receiving data emails from the plurality of data providers. These emails are displayed to data receivers on different portal servers. Nor does the cited art teach, disclose, or suggest an automatic selection device, which provides access to the plurality of data emails only in a specifically restricted manner - in that each portal server is permitted only access to specific emails from the plurality of data emails. The particular access is based on identity of the requesting portal server and on the provider-specific input.

Notwithstanding the inherent inability to combine the three references, Duvall does not fill the gap of Schiff and East-West Directory. Duvall is cited for teaching at 7:61-67 a plurality of provider specific email addresses and filling the gap of the claimed invention. The section cited in Duvall reads:

*The updating server sends email messages to a particular email address whenever a download or subscription occurs. These messages include date and time, the IP address of the user requesting the download, and the name and serial number of the user (if*

*available). Alternatively, the updating mechanism can post information to a log file on a web server through a common gateway interface (CGI).*

In the cited section, Duvall teaches a content filtering system that performs content filtering of data transferred over the Internet. The cited section teaches an updating mechanism for the filtering mechanism. Therein, an email message is sent by the server to an email address whenever a download or subscription occurs. The email includes specific information related to the update process, such as the date and time.

The cited section does not teach, disclose, or suggest the limitations emphasized with respect to claim 1 of *[an] email interface unit comprising a plurality of provider-specific email addresses, wherein each provider-specific email address is allocated to one individual data provider and serves as a means for receiving the data emails from said one individual data provider, to whom it is allocated or*

*claim 12 of the steps of preparation of a central information server (1) with an email interface unit (4), the email interface unit comprising a plurality of provider-specific email addresses, a web interface unit (10), and a memory device (6); the memory device comprising at least one advertising memory unit (7); allocating each of the plurality of provider-specific email addresses to one individual data provider.*

Therein, Duvall fails to fill the gap or permit one skilled in the art to adapt Schiff and East-West Directory to a different outcome and provide a plurality of provider-specific email addresses at the email interface unit of a central information server. The combination of references do not teach, disclose, or suggest the step of providing provider-specific email addresses in agreement with the presently claimed invention, which serve as a means selectively receiving e-mails from different data providers, wherein each of the plurality of the e-mail addresses is allocated to one specific provider.

Moreover, neither Duvall, alone or in combination with the other references teach, disclose, or suggest a portal server-specific selection of data emails to be displayed, e.g., on a specific portal server, to the user, e.g., data receiver.

Accordingly, the Examiner is respectfully requested to withdraw the rejection.

All dependent claims are allowable for at least the same reasons as the independent claim from which they depend.

In view of the remarks set forth above, this application is in condition for allowance which action is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper, including any necessary extension fees, may be charged on Deposit Account 50-1290.

Respectfully submitted,

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